SIMS 246 MULTIMEDIA INFORMATION
ASSIGNMENT 3: MEDIA PRODUCTION - OVERVIEW
OCTOBER 20 – NOVEMBER 8, 2004

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1. INTRODUCTION

The Media Production Assignment is designed to apply the theoretical principles learned in previous weeks to a practical application and to understand the metadata created, used, and often lost in the media production process. By producing your own short video, you will gain hands-on experience of the complete video production cycle.

The assignment is divided into 3 parts, referred to in this assignment as *milestones*: one for every step in the production cycle: preproduction, production, and postproduction. You will be working in a group with 5-6 teammates. The project will culminate in a presentation to your classmates of your short video and an analysis of it and your production process.

The emphasis of this assignment (as well as of the Multimedia Information class in general) is coming to understand media, especially video, and its production, within the context of the design of multimedia information systems and applications. We want you to think about the tasks in the video production process as a multimedia information management problem. What are the necessary steps and procedures in each phase and how could a multimedia information management system help and guide in the process? In other words, we want this assignment to give you the practical experience to help you learn and think about how multimedia information management systems and applications could support the production, use, and reuse of multimedia data and metadata, especially for video.

Consequently, while we hope you apply your theoretical and practical learning in IS246 to make interesting and engaging movies, we don't expect your final product to be judged by the standards one would apply in a film production course in a film school. We want you to focus on the methods, principles, and systems that you apply (and would like to invent) in order construct produce this video with an eye toward better understanding the production, reuse, and management of multimedia assets. With every milestone, we will ask you questions motivated to make you think more about how multimedia information systems can support the video production process.

Following is a short overview of the 3 milestones.

2. MILESTONE 1: PREPRODUCTION (OCT. 20 – OCT. 25)

Beginning in Wednesday's class, you will brainstorm with your teammates about ideas for your short video. You will think about your shot plan and assign roles to your teammates to divide up the work.

Output of Milestone 1:
- Paragraph with Plot Outline and Paragraph with Motivation
- Annotated Storyboard
- Work and Role Distribution Table
- Skills Building: Uploading of Assignment 2 "Object Lesson"
- Answers to the Questions For Thought

3. MILESTONE 2: PRODUCTION (OCT. 25 – NOV. 1)

Prepared with your annotated storyboard, you will now shoot your video material. In order for the work to proceed smoothly, you need to have pre-assigned roles and a production plan in place. *Your final product should not exceed the length limit of 2 minutes.* With a common shooting ratio of 10:1, you will likely shoot 20 minutes of material, which will then need to be edited.

You will create a rough edit (without sound effects, transitions, title, and credits), which will be shown and discussed in a screening with your classmates and TA. You should plan for a minimum of at least one hour of editing work for each minute of the final movie.

Output of Milestone 2:
- Rough Edit
- Updated Work and Role Distribution Table
- Answers to the Questions For Thought

4. MILESTONE 3: POSTPRODUCTION (NOV. 1 – NOV. 8)

In the postproduction stage, you will finalize the editing of your video and prepare a short presentation, which includes a showing of your movie, a short explanation of your motivations for picking this topic, and an analytical discussion of your video and your production process to your classmates.

Output of Milestone 3:
- Final Cut
- Updated Work and Role Distribution Table

- Answers to the Questions For Thought
- 15 min. Presentation in Class